



Malabar Regional Co-operative Milk Producers' Union Limited
Head Office, Kunnamangalam, Kozhikode 673571, Kerala,
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MRU/M/ADS/2023-24/

20.05.2023

Expression of Interest

Quotations are invited from interested Advertising Agencies for carrying out the work related to release of advertisements through print/visual media and other advertisement related work for MRCMPU Ltd.

Interested parties may offer their lowest rates (percentage of discount offered) on or before 06.06.2023, 2.00 pm to MRCMPU Ltd., Head Office, Peringolam in sealed cover. The sealed quotations will be opened at 2.30 PM on the same day. For more details please contact Mobile No.9447534258 and see our website: www.malabarmilma.com

Managing Director

EXPRESSION OF INTEREST FROM ADVERTISING AGENCIESIntroduction about Milma

Malabar Regional Milk Producer's Union invites Expression of Interest (EOI) from professional agencies for carrying out [Advertising \(Print/Visual/Online Medias/FM Channels\)](#), [PR](#), [Exhibitions/Trade Fairs](#), [Specific Events etc.](#) for a period of two years from 16.07.2023. The pre-qualification criteria, scope of work and procedure for empanelment are as follows.

Scope of Work

1. Releasing of Audio Advertisements of MRCMPU through authorised FM Radio Channels based on quotes submitted by them.
2. Releasing Tender/Product Advertisements through newspapers and magazines based on their PR rates
3. Release of News Bulletin of MRCMPU in all Newspapers
4. Sponsorship to well-wishers of MRCMPU in terms of advertisements shall be routed through the Ad agency

Pre-Qualification Criteria

Only those agencies satisfying the pre-qualification criteria will be shortlisted and invited for making presentations before a committee constituted by MRCMPU Ltd. (Milma).

1. Offices: [Agency should preferably have functional offices in Kozhikode.](#) More offices across the State will be an added advantage. The Address and contact details of such offices are required.
2. Advertisements: The agency must have executed advertisements / promotional campaigns in the print media, social media, television and radio for major GOI / State Government Departments/ Central or State PSUs /Quasi-Government clients and should have handled major advertisements / campaign(s) for such organisations and other prestigious clients. Samples to be attached.
3. Print/Production: The agency must have capabilities/association for designing and printing of corporate house journals, corporate publications, event-specific brochures, leaflets, pamphlets, etc. Copies of journals, brochures, publications etc, prepared for clients.
4. Films, Radio Jingles & Online Advertisement: The agency must have competency in facilitating production of films, audio-visuals, radio jingles as well as online advertising.

5. Servicing Team: The agency should have a strong presence in the State and offices / tie-ups outside the State. The advertising agency should be in a position to provide a dedicated team (as per client's approval) for servicing MRCMPU Ltd. on a day-to-day basis.
6. Registrations: Should have a valid GST number for the line of business the entity is engaged in.
7. Manpower: The agency should have adequate number of experienced professionals / employees with them at all their offices. Details of manpower at each office to be furnished. (The agency shall submit documentary proof to substantiate their claims. This shall be in the form of Letter of engagement or Client certificate or Contract agreement etc)

Other terms and conditions

- The agency has to quote the percentage of discount to be offered to MRCMPU based on the PR rate of News Papers/FM Radio/Magazines.
- The Ad agency shall make the short audios as and when required by MRCMPU Ltd., at free of cost.
- The selected agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to MRCMPU's interest. Agency should maintain confidentiality on matters disclosed till proper instruction is issued for publication. MRCMPU Ltd reserves the right to impose penalty in case of any violation of the above conditions.
- The selected agency should be able to execute assignments at short notice and even on public holidays and during emergency situations.
- The selected agency /agencies shall ensure proper typography and layout for each advertisement so that minimum space shall be used as far as possible.
- Ownership of all promotional materials created will be vested with MRCMPU Ltd and prior approval of the artwork, layout etc. to be taken from MRCMPU Ltd before publishing the same.
- The agency shall ensure that the advertisement is published prominently in the required newspapers on the desired day itself.
- If the services of the agency is found unsatisfactory, MRCMPU Ltd shall have the right to terminate the contract at any time without assigning any reason and without any financial compensation to the agency.
- No right whatsoever shall be created on any empanelled agency with regard to award of work compulsorily
- The empanelment will be [for a period of Two years.](#)

Scope of Procedure for Empanelment

EOIs are invited from all eligible and interested advertising agencies for empanelment with MRCMPU Ltd as per the following procedure:

- EOI may be submitted in the [format attached \(Annexure – 1\)](#)
- Screening of EOIs as per the eligibility conditions based on the details/information submitted and verification of the same.

- Evaluation of EOIs will be carried out as per the pre-qualification criteria specified above and only those satisfying the pre-qualification criteria will be invited for a presentation before the selection committee of MRCMPU Ltd. The details shall be [furnished as per Annexure -1](#) and all necessary documents shall be submitted.
- The selection committee shall evaluate the presentations/documents submitted and those agencies found satisfactory on evaluation, will be considered for empanelment. All necessary documents to substantiate the claims/experience shall be submitted along with the proposal.
- The application may be submitted to the Managing Director, Malabar Regional Co-operative Milk Producers' Union Ltd., Milma Head Office, Peringolam, Kunnamangalam P.O., Kozhikode 675 371 in a cover superscribed "Expression of Interest for Advertisement Agency" on or before 06.06.2023.
- MRCMPU Ltd reserves the right to accept or reject any application for empanelment without assigning any reasons whatsoever.

(Dr. Muraly P)
Managing Director

ANNEXURE 1

ADVERTISEMENT AGENCY EMPANELMENT APPLICATION

1. Name of Advertising Agency / Firm: :
2. Head Office Address :
3. Registered Office in Kerala :
4. Name of contact person :
Telephone No :
Mobile No :
E-mail ID :
5. Year of Establishment :
6. Company Profile :
(Attach Supporting documents)
7. List of Companies for which similar work has been executed (Govt./Semi-Govt./Private sectors) (Details to be attached) :
8. Tie-up with Advertising Agencies outside the State if any (Details if any, may be attached) :
9. Details of accreditation :

10. Has the company been black listed/banned by any Government Undertaking/Trading Organizations/agent/client from participating in any tenders for their services /products : Yes / No
11. All terms and conditions specified in EOI accepted / Not accepted : Yes / No
12. Last 3 years turnover statement attached
13. Any other information / documents in support of EOI :

Certified that the above informations are true and correct to the best of our knowledge and belief.

Discount offered:%

Signature
Name and address
Company seal

Place
Date

